

Claims:

1. A method for delivering a targeted advertisement, comprising the steps of:
receiving from a first computer a first identifier corresponding to the first computer
and associated with an observed offline purchase history of a consumer, said purchase history
5 including information of an offline purchase of a consumer collected when the offline
purchase transpired; and

electronically delivering the targeted advertisement to the consumer at the first
computer in response to receiving the first identifier from the first computer.

10 2. The method of Claim 1, further comprising the steps of:

generating the first identifier corresponding to the first computer;

sending the first identifier to the first computer;

receiving a second identifier corresponding to the consumer from the first computer;

and

15 associating the first identifier with the consumer by linking the first identifier to the
second identifier corresponding to the consumer.

3. The method of Claim 2, wherein a second computer performs the steps of
generating the first identifier and receiving the first identifier from the first computer, and a
third computer performs the steps of receiving the second identifier from the first computer
20 and associating the first identifier with the consumer; and

wherein the method further comprises the step of:

sending the first identifier from the second computer to the third computer.

25 4. The method of Claim 2, further comprising the steps of:

classifying the consumer by assigning to the consumer a purchase behavior
classification based on at least one selected purchase behavior criterion and the observed
offline purchase history corresponding to the second identifier; and

30 selecting the targeted advertisement to be delivered, based on the purchase behavior
classification assigned to the consumer.

5. The method of Claim 4, further comprising the steps of:

reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on at least one selected purchase behavior criterion and an updated observed offline purchase history corresponding to the second identifier; and
5 reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

6. The method of Claim 4, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in purchase behavior and continuance of an established purchase behavior; and

wherein the method further comprises the step of:
delivering the promotional incentive to the first computer.

7. The method of Claim 6, wherein the behavioral pattern is defined by a preselected amount of at least one specified product to be purchased within a preselected time period.

8. The method of Claim 7, further comprising the step of:
presenting a reward available to a consumer in a preselected retail store if the
20 consumer complies with the behavioral pattern.

9. The method of Claim 6, further comprising the steps of:
reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on at least one selected purchase behavior criterion and an
25 updated observed offline purchase history corresponding to the second identifier; and
reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

10. A method for delivering a targeted advertisement, comprising the steps of:

monitoring a consumer's offline purchase at a point of sale when the offline purchase transpires;

determining, using information of the offline purchase collected during the monitoring step, an advertisement to be delivered to the consumer; and
electronically delivering the advertisement to the consumer.

11. The method of Claim 10, wherein the step of electronically delivering comprises: delivering a targeted advertisement via a medium selected from the group consisting of: electronic mail (e-mail), Internet banner, interactive television advertisement, real time moving video, audio message, and online interstitial advertisement.

12. The method of Claim 10, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in behavior and continuance of an established behavior; and

wherein the method further comprises the step of: delivering the promotion to the consumer.

13. The method of Claim 12, wherein the behavioral pattern includes the consumer's purchase of a preselected amount of at least one specified product within a preselected time period.

14. The method of Claim 13, further comprising the step of: tracking offline purchases of the consumer after the targeted advertisement is delivered; and
delivering to the consumer a progress report indicating the amount of the at least one specified product that the consumer has purchased since the delivery of the targeted advertisement.

15. The method of Claim 13, further comprising the steps of:

tracking offline purchases of the consumer after the targeted advertisement is delivered; and

determining whether the consumer has complied with the behavioral pattern based on the tracked offline purchases.

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16. The method of Claim 15, further comprising the step of:
rewarding the consumer for complying with the behavioral pattern.

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17. The method of Claim 16, wherein the rewarding step comprises:
presenting the consumer with the reward in a preselected retail store.

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18. The method of Claim 12, further comprising the steps of:
classifying the consumer by assigning to the consumer a purchase behavior
classification based on at least one selected purchase behavior criterion and an observed
offline purchase history, said purchase history including information of the consumer's offline
purchase; and
selecting the promotional incentive to be delivered, based on the purchase behavior
classification assigned to the consumer.

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19. The method of Claim 18, further comprising the steps of:
reclassifying the consumer by assigning to the consumer an updated purchase
behavior classification based on the at least one selected purchase behavior criterion and an
updated observed offline purchase history, said updated purchase history including
information of an additional offline purchase of the consumer; and
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reselecting the targeted advertisement to be delivered, based on the updated purchase
behavior classification assigned to the consumer.

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20. A method for delivering targeted messages, comprising the steps of:
monitoring a consumer's offline purchase at a point of sale when the purchase
transpires;

classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and information of the offline purchase collected during the monitoring step;

5 assigning to the consumer a personal identification number (PIN) associated with the purchase behavior classification; and

delivering a targeted message to the consumer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

10 21. The method of Claim 20, wherein the step of delivering a targeted message to the consumer comprises:

delivering the targeted message over a computer network to the consumer at a computer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

15 22. The method of Claim 21, wherein the targeted message is selected from the group consisting of: electronic mail (e-mail), Internet banner, interactive television advertisement, real time moving video, audio message, and online interstitial advertisement.

20 23. The method of Claim 20, wherein the targeted message is an interactive voice response message and the step of delivering a targeted message comprises:

playing the interactive voice response message over a telephone network to the consumer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

25 24. The method of Claim 23, further comprising the steps of:
delivering the personal identification number to the consumer via a medium selected from the group consisting of: the Internet and a computer printout at a point of sale; and
receiving the personal identification number from the consumer as inputs selected from the group consisting of: voice commands and touch tone commands.

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25. The method of Claim 23, further comprising the step of:
repeating the steps of monitoring, classifying, and assigning a PIN for additional
consumers, each consumer receiving a unique PIN.

5 26. The method of Claim 23, wherein the interactive voice response message is a
targeted advertisement and the step of playing an interactive voice response message
comprises:

delivering a targeted advertisement to the consumer based on the consumer's purchase
behavior classification.

10 27. The method of Claim 26, wherein the targeted advertisement is a promotional
incentive for the consumer to comply with a behavioral pattern selected from the group
consisting of: a predefined change in purchase behavior and continuance of an established
behavior; and

15 wherein the step of delivering the targeted advertisement comprises:
delivering the promotional incentive to the consumer.

20 28. The method of Claim 27, further comprising the steps of:
reclassifying the consumer by assigning to the consumer an updated purchase
behavior classification based on the at least one selected purchase behavior criterion and an
additional offline purchase of the consumer; and

assigning to the consumer another PIN associated with the updated purchase behavior
classification.

25 29. A computer readable medium containing program instructions for execution on a
computer system, which when executed by a computer, cause the computer system to perform
method steps for delivering a targeted advertisement, said method comprising the steps of:

receiving from a first computer a first identifier corresponding to the first computer
and associated with an observed offline purchase history of a consumer, said purchase history

including information of an offline purchase collected at a point of sale when the purchase transpired; and

electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer.

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30. The computer readable medium of Claim 29, further comprising computer-executable instructions for causing the computer system to perform the steps of:
generating the first identifier corresponding to the first computer;
sending the first identifier to the first computer;
10 receiving a second identifier corresponding to the consumer from the first computer;
and
associating the first identifier with the consumer by linking the first identifier to the second identifier corresponding to the consumer.

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31. The computer readable medium of Claim 30, wherein a second computer performs the steps of generating the first identifier and receiving the first identifier from the first computer, and a third computer performs the steps of receiving the second identifier from the first computer and associating the first identifier with the consumer; and
wherein the computer readable medium further comprising computer-executable
20 instructions for causing the computer system to perform the step of:
sending the first identifier from the second computer to the third computer.

32. The computer readable medium of Claim 30, further comprising computer-executable instructions for causing the computer system to perform the steps of:

25 classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history corresponding to the second identifier; and

selecting the targeted advertisement to be delivered, based on the purchase behavior classification assigned to the consumer.

33. The computer readable medium of Claim 32, further comprising computer-executable instructions for causing the computer system to perform the steps of:

reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on at least one selected purchase behavior criterion and an
5 updated observed offline purchase history corresponding to the second identifier; and

reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

34. The computer readable medium of Claim 32, wherein the targeted advertisement
10 is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in purchase behavior and continuance of an established purchase behavior; and

wherein the computer readable medium further comprises computer-executable instructions for causing the computer system to perform the step of:

15 delivering the promotional incentive to the first computer.

35. The computer readable medium of Claim 34, wherein the behavioral pattern is defined by a preselected amount of at least one specified product to be purchased within a
20 preselected time period.

36. The computer readable medium of Claim 35, further comprising computer-executable instructions for causing the computer system to perform the steps of:

presenting a reward available to a consumer in a preselected retail store if the consumer complies with the behavioral pattern.

37. The computer readable medium of Claim 34, further comprising computer-executable instructions for causing the computer system to perform the steps of:

reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on at least one selected purchase behavior criterion and an
25 updated observed offline purchase history corresponding to the second identifier; and
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reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

5 38. A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform method steps for delivering a targeted advertisement, said method comprising the steps of:

monitoring a consumer's offline purchase at a point of sale when the offline purchase transpires;

10 determining, using information of the offline purchase collected during the monitoring step, an advertisement to be delivered to the consumer; and

electronically delivering the advertisement to the consumer.

39. The computer readable medium of Claim 38, wherein the step of electronically delivering comprises:

15 delivering a targeted advertisement via a medium selected from the group consisting of: electronic mail (e-mail), Internet banner, interactive television advertisement, real time moving video, audio message, and online interstitial advertisement.

20 40. The computer readable medium of Claim 38, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in behavior and continuance of an established behavior; and

wherein the computer readable medium further includes computer-executable instructions for causing the computer system to perform the step of:

25 delivering the promotion to the consumer.

41. The computer readable medium of Claim 40, wherein the behavioral pattern includes the consumer's purchase of a preselected amount of at least one specified product within a preselected time period.

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42. The computer readable medium of Claim 41, wherein the computer readable medium further includes computer-executable instructions for causing the computer system to perform the steps of:

tracking offline purchases of the consumer after the targeted advertisement is delivered; and

delivering to the consumer a progress report indicating the amount of the at least one specified product that the consumer has purchased since the delivery of the targeted advertisement.

43. The computer readable medium of Claim 41, further comprising computer-executable instructions for causing the computer system to perform the steps of:

tracking offline purchases of the consumer after the targeted advertisement is delivered; and

determining whether the consumer has complied with the behavioral pattern based on the tracked offline purchases.

44. The computer readable medium of Claim 43, further comprising computer-executable instructions for causing the computer system to perform the step of:

rewarding the consumer for complying with the behavioral pattern.

45. The computer readable medium of Claim 44, wherein the rewarding step comprises:

presenting the consumer with the reward in a preselected retail store.

46. The computer readable medium of Claim 40, further comprising computer-executable instructions for causing the computer system to perform the steps of:

classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and an observed offline purchase history, said purchase history including information of the consumer's offline purchase; and

selecting the promotional incentive to be delivered, based on the purchase behavior classification assigned to the consumer.

5 47. The computer readable medium of Claim 46, further comprising computer-executable instructions for causing the computer system to perform the steps of:

reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on the at least one selected purchase behavior criterion and an updated observed offline purchase history, said updated purchase history including information of an additional offline purchase of the consumer; and

10 reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

15 48. A computer readable medium containing program instructions for execution on a computer system, which when executed by a computer, cause the computer system to perform method steps for delivering targeted messages, said method comprising the steps of:

monitoring a consumer's offline purchase at a point of sale when the purchase transpires;

20 classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and using information of the offline purchase collected during the monitoring step;

assigning to the consumer a personal identification number (PIN) associated with the purchase behavior classification; and

25 delivering a targeted message to the consumer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

49. The computer readable medium of Claim 48, wherein the step of delivering a targeted message to the consumer comprises:

30 delivering the targeted message over a computer network to the consumer at a computer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

50. The computer readable medium of Claim 49, wherein the targeted message is selected from the group consisting of: electronic mail (e-mail), Internet banner, interactive television advertisement, real time moving video, audio message, and online interstitial advertisement.

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51. The computer readable medium of Claim 48, wherein the targeted message is an interactive voice response message and the step of delivering a targeted message comprises:
playing the interactive voice response message over a telephone network to the consumer in response to receiving the PIN from the consumer, based on the purchase
10 behavior classification associated with the PIN.

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52. The computer readable medium of Claim 51, further comprising computer-executable instructions for causing the computer system to perform the steps of:
delivering the personal identification number to the consumer via a medium selected from the group consisting of: the Internet and a computer printout at a point of sale; and
receiving the personal identification number from the consumer as inputs selected from the group consisting of: voice commands and touch tone commands.

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53. The computer readable medium of Claim 51, further comprising computer-executable instructions for causing the computer system to perform the steps of:
repeating the steps of monitoring, classifying, and assigning a PIN for additional consumers, each consumer receiving a unique PIN.

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54. The computer readable medium of Claim 51, wherein the interactive voice response message is a targeted advertisement and the step of playing an interactive voice response message comprises:
delivering a targeted advertisement to the consumer based on the consumer's purchase behavior classification.

55. The computer readable medium of Claim 54, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in purchase behavior and continuance of an established behavior; and

5 wherein the step of delivering the targeted advertisement comprises:
delivering the promotional incentive to the consumer.

56. The computer readable medium of Claim 55, further comprising computer-executable instructions for causing the computer system to perform the steps of:

10 reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on the at least one selected purchase behavior criterion and an additional offline purchase of the consumer; and

15 assigning to the consumer another PIN associated with the updated purchase behavior classification.

57. A system for delivering a targeted advertisement, comprising:

20 means for receiving from a first computer a first identifier corresponding to the first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the purchase transpired; and

wherein the means for delivering comprises:

means for electronically delivering the targeted advertisement to the consumer at the first computer in response to receiving the first identifier from the first computer.

58. The system of Claim 57, further comprising the steps of:

25 means for generating the first identifier corresponding to the first computer;

means for sending the first identifier to the first computer;

means for receiving a second identifier corresponding to the consumer from the first computer; and

means for associating the first identifier with the consumer by linking the first identifier to the second identifier corresponding to the consumer.

59. The system of Claim 58, further comprising:

a second computer that includes the means for generating the first identifier and receiving the first identifier from the first computer;

a third computer that includes the means for receiving the second identifier from the first computer and associating the first identifier with the consumer; and

means for sending the first identifier from the second computer to the third computer.

60. The system of Claim 58, further comprising:

means for classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history corresponding to the second identifier; and

means for selecting the targeted advertisement to be delivered, based on the purchase behavior classification assigned to the consumer.

61. The system of Claim 60, further comprising the steps of:

means for reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on at least one selected purchase behavior criterion and an updated observed offline purchase history corresponding to the second identifier; and

means for reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

62. The system of Claim 60, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in purchase behavior and continuance of an established purchase behavior; and

wherein the system further comprises:

means for delivering the promotional incentive to the first computer.

63. The system of Claim 62, wherein the behavioral pattern is defined by a preselected amount of at least one specified product to be purchased within a preselected time period.

5 64. The system of Claim 63, further comprising:

means for presenting a reward available to a consumer in a preselected retail store if the consumer complies with the behavioral pattern.

10 65. The system of Claim 62, further comprising:

means for reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on at least one selected purchase behavior criterion and an updated observed offline purchase history corresponding to the second identifier; and

means for reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

15 66. A system for delivering a targeted advertisement, comprising:

means for monitoring a consumer's offline purchase at a point of sale when the offline purchase transpires;

20 means for determining, using information of the offline purchase collected by the means for monitoring, an advertisement to be delivered to the consumer; and

means for electronically delivering the advertisement to the consumer.

25 67. The system of Claim 66, wherein the means for electronically delivering comprises:

means for delivering a targeted advertisement via a medium selected from the group consisting of: electronic mail (e-mail), Internet banner, interactive television advertisement, real time moving video, audio message, and online interstitial advertisement.

30 68. The system of Claim 66 wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group

consisting of: a predefined change in behavior and continuance of an established behavior;
and

wherein the system further comprises:

means for delivering the promotion to the consumer.

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69. The system of Claim 68, wherein the behavioral pattern includes the consumer's purchase of a preselected amount of at least one specified product within a preselected time period.

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70. The system of Claim 69, wherein the system further comprises:

means for tracking offline purchases of the consumer after the targeted advertisement is delivered; and

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means delivering to the consumer a progress report indicating the amount of the at least one specified product that the consumer has purchased since the delivery of the targeted advertisement.

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71. The system of Claim 69, further comprising:

means for tracking offline purchases of the consumer after the targeted advertisement is delivered; and

means for determining whether the consumer has complied with the behavioral pattern based on the tracked offline purchases.

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72. The system of Claim 71, further comprising:

means for rewarding the consumer for complying with the behavioral pattern.

73. The system of Claim 72, wherein the means for rewarding comprises:

means for presenting the consumer with the reward in a preselected retail store.

74. The system of Claim 68, further comprising:

means for classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and an observed offline purchase history, said purchase history including information of the consumer's offline purchase; and

5 means for selecting the promotional incentive to be delivered, based on the purchase behavior classification assigned to the consumer.

75. The system of Claim 74, further comprising:

10 means for reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on the at least one selected purchase behavior criterion and an updated observed offline purchase history, said updated purchase history including information of an additional offline purchase of the consumer; and

15 means for reselecting the targeted advertisement to be delivered, based on the updated purchase behavior classification assigned to the consumer.

76. A system for delivering targeted messages, comprising:

20 means for monitoring a consumer's offline purchase at a point of sale when the purchase transpires;

means for classifying the consumer by assigning to the consumer a purchase behavior classification based on at least one selected purchase behavior criterion and using information of the offline purchase collected by the means for monitoring;

25 means for assigning to the consumer a personal identification number (PIN) associated with the purchase behavior classification; and

means for delivering an interactive voice-response message to the consumer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

77. The system of Claim 76, wherein the means for delivering a targeted message to the consumer comprises:

means for delivering the targeted message over a computer network to the consumer at a computer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

5 78. The method of Claim 77, wherein the targeted message is selected from the group consisting of: electronic mail (e-mail), Internet banner, interactive television advertisement, real time moving video, audio message, and online interstitial advertisement.

10 79. The method of Claim 76, wherein the targeted message is an interactive voice response message and the means for delivering a targeted message comprises:

means for playing the interactive voice response message over a telephone network to the consumer in response to receiving the PIN from the consumer, based on the purchase behavior classification associated with the PIN.

15 80. The system of Claim 79, further comprising:

means for delivering the personal identification number to the consumer via a medium selected from the group consisting of: the Internet and a computer printout at a point of sale; and

20 means for receiving the personal identification number from the consumer as inputs selected from the group consisting of: voice commands and touch tone commands.

 81. The system of Claim 79, further comprising:

means for repeating the steps of monitoring, classifying, and assigning a PIN for additional consumers, each consumer receiving a unique PIN.

25 82. The system of Claim 79, wherein the interactive voice response message is a targeted advertisement and the means for playing an interactive voice response message comprises:

30 means for delivering a targeted advertisement to the consumer based on the consumer's purchase behavior classification.

83. The system of Claim 82, wherein the targeted advertisement is a promotional incentive for the consumer to comply with a behavioral pattern selected from the group consisting of: a predefined change in purchase behavior and continuance of an established behavior; and

5 wherein the means for delivering the targeted advertisement comprises:
delivering the promotional incentive to the consumer.

84. The system of Claim 83, further comprising:

10 means for reclassifying the consumer by assigning to the consumer an updated purchase behavior classification based on the at least one selected purchase behavior criterion and an additional offline purchase of the consumer; and

means for assigning to the consumer another PIN associated with the updated purchase behavior classification.

15 *543B* 85. A memory for storing information for delivering a targeted advertisement, comprising a data structure including:

a field for storing a first identifier corresponding to a first computer associated with a consumer; and

20 a field for storing a second identifier associated with said first identifier and corresponding to an observed offline purchase history of the consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired.

86. The memory of Claim 85, wherein the first identifier comprises:

25 a cookie number;

and wherein the second identifier comprises:

a shopper card identification code of the consumer.

30 87. A memory for storing information for delivering a targeted advertisement, comprising a data structure including:

a field for storing a first identifier corresponding to a first computer and associated with an observed offline purchase history of a consumer, said purchase history including information of an offline purchase of the consumer collected at a point of sale when the offline purchase transpired; and

5 a field for storing a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer.

88. The memory of Claim 87, wherein the first identifier comprises:
a cookie number.

10 89. A memory for storing information for delivering a targeted message, comprising a data structure including:

15 a field for storing a first identifier corresponding to an targeted message and a purchase behavior classification based on at least one selected purchase behavior criterion and the observed offline purchase history of the consumer, said purchase history including information of a purchase of the consumer collected at a point of sale when the purchase transpired; and

a field for storing a personal identification number corresponding to the consumer.

20 90. The memory of Claim 89, wherein the targeted message comprises:
an interactive voice response message.